# Coded Index to *Managers Magazine*—1989

# SUBJECT INDEX

I/R Code

400.00 Advertising/Public Relations

(Was previously 9901.00)

Public Relations - Low-Cost Tactics Provide

High Visibility (April, p. 27)

(Was previously 9967.00 Sales Promotion) Warning: Your Protection Is Incomplete

(February, p. 25)

Simple Explanations Aren't Always Easy

(February, p. 26)

If and When (February, p. 26)

Free Lunch Offer Nets Prospects (February,

A Long Day's Night (February, p. 26)

What Makes a Good Ad? (June, p. 14)

Four Trade Show Tactics Too Often

Overlooked (September, p. 30) The Media-What's Best For Me? (October, p. 7)

Yellow Pages Revisited (December, p. 32)

(Was previously 9963.09)

Getting the Word Out (January, p. 31)

Recruiting on the Debit (January, p. 31)

New Zealand Managers Share Effective

Techniques (February, p. 28)

Advertise For Free-in Your Agency Bulletin

(May, p. 27)

When to Advertise (August, p. 24)

Improving the Effectiveness of Your

Advertising Dollar (August, p. 28)

Clients Demonstrate Individualized Attention

(September, p. 29)

400.03 Local and Agency

(Was previously 9901.01)

Fostering Client Loyalty (September, p. 29)

400.04 Personal Public Relations

Speaking Skills Required . . . (November, p. 30)

Professional Gift-Giving (December, p. 28)

Popular Advertising Tactics (December, p. 28)

500.02 Meeting Material

(Was previously 9905.00)

Blueprints for Agency Meetings (January, p. 28)

New Zealand Manager Improves Meetings

with Workshop Format (May, p. 28)

Making Visuals Worthy of the Presentation

(May, p. 28)

Small-Group Meeting? Improve Your Use of

Flip Charts (May, p. 28)

Facing the Music with Paul Shevlin (June, p. 6)

Make the Format Fit the Function (October,

p. 31)

Solve Your Planning Problems by Offering

More of a Good Thing (November, p. 28)

Concentrate on Three Vital Areas to Sidestep

Potential Problems (December, p. 29) To Motivate and Stimulate, Infuse Your

Meeting with a Solid Dose of Reality (December, p. 29)

500.04 Supervision and Management

(Was previously 9900.00) From a Blind Ad to Prudential's Senior

Manager (January, p. 4)

Hello Up There! (January, p. 18)

Coaching to Win (February, p. 10)

The Unorganized Manager Cured with

Comedy (February, p. 20)

From Excellent to Extraordinary (April, p. 6)

Wrongful Discharge Litigation (April, p. 18)

Are You Asking Too Much-or Too Little-of

Your Secretary (June, p. 25

Manager's Profile (September, p. 16) Taking Over (September, p. 27)

Making Committees Work (September, p. 28)

Manager's Profile (October, p. 14)

Mullane Advocates Four Fundamentals of

Effective Leadership (October, p. 26)

The Art of Followership (November, p. 31)

(Was previously 9911.00)

Second-Line Strategies (February, p. 29)

Help Your People Take Charge of Their Jobs

(October, p. 25)

Mike Berry and His Agency Advisory Council

(December, p. 11)

(Was previously 9975.00)

Delegate Without Fear (April, p. 24)

The Exchange (October, p. 16)

Spread the Responsibility - Delegate (October,

Agents Want More Information, Feedback

(October, p. 25)

1000.09 Associations

1000.09 National Association of Life Underwriters

Celebrating the Past, Building the Future

(October, p. 18)

1600.00 Charity (Foundations, Gifts, Bequests)

1600.02 Charitable Life Insurance

The Market's Improving For Charitable

Giving (July, p. 30)

1800.00 Communications

(Was previously 9917.00)

Watch What You Say (January, p. 29)

You Were Saying? (February, p. 18)

Disability Questionnaire (February, p. 31)

Customized Mailings (February, p. 32)

A Touch of Persuasion (April, p. 21)

The Elements That Persuade (April, p. 28)

Pension Maximization (April, p. 28)

**Direct Marketing Expert Recommends Ways** 

# Coded Index to *Managers Magazine*—1989

# SUBJECT INDEX

I/R Code

400.00 Advertising/Public Relations

(Was previously 9901.00)

Public Relations - Low-Cost Tactics Provide

High Visibility (April, p. 27)

(Was previously 9967.00 Sales Promotion) Warning: Your Protection Is Incomplete

(February, p. 25)

Simple Explanations Aren't Always Easy

(February, p. 26)

If and When (February, p. 26)

Free Lunch Offer Nets Prospects (February,

A Long Day's Night (February, p. 26)

What Makes a Good Ad? (June, p. 14)

Four Trade Show Tactics Too Often

Overlooked (September, p. 30) The Media-What's Best For Me? (October, p. 7)

Yellow Pages Revisited (December, p. 32)

(Was previously 9963.09)

Getting the Word Out (January, p. 31)

Recruiting on the Debit (January, p. 31)

New Zealand Managers Share Effective

Techniques (February, p. 28)

Advertise For Free-in Your Agency Bulletin

(May, p. 27)

When to Advertise (August, p. 24)

Improving the Effectiveness of Your

Advertising Dollar (August, p. 28)

Clients Demonstrate Individualized Attention

(September, p. 29)

400.03 Local and Agency

(Was previously 9901.01)

Fostering Client Loyalty (September, p. 29)

400.04 Personal Public Relations

Speaking Skills Required . . . (November, p. 30)

Professional Gift-Giving (December, p. 28)

Popular Advertising Tactics (December, p. 28)

500.02 Meeting Material

(Was previously 9905.00)

Blueprints for Agency Meetings (January, p. 28)

New Zealand Manager Improves Meetings

with Workshop Format (May, p. 28)

Making Visuals Worthy of the Presentation

(May, p. 28)

Small-Group Meeting? Improve Your Use of

Flip Charts (May, p. 28)

Facing the Music with Paul Shevlin (June, p. 6)

Make the Format Fit the Function (October,

p. 31)

Solve Your Planning Problems by Offering

More of a Good Thing (November, p. 28)

Concentrate on Three Vital Areas to Sidestep

Potential Problems (December, p. 29) To Motivate and Stimulate, Infuse Your

Meeting with a Solid Dose of Reality (December, p. 29)

500.04 Supervision and Management

(Was previously 9900.00) From a Blind Ad to Prudential's Senior

Manager (January, p. 4)

Hello Up There! (January, p. 18)

Coaching to Win (February, p. 10)

The Unorganized Manager Cured with

Comedy (February, p. 20)

From Excellent to Extraordinary (April, p. 6)

Wrongful Discharge Litigation (April, p. 18)

Are You Asking Too Much-or Too Little-of

Your Secretary (June, p. 25

Manager's Profile (September, p. 16) Taking Over (September, p. 27)

Making Committees Work (September, p. 28)

Manager's Profile (October, p. 14)

Mullane Advocates Four Fundamentals of

Effective Leadership (October, p. 26)

The Art of Followership (November, p. 31)

(Was previously 9911.00)

Second-Line Strategies (February, p. 29)

Help Your People Take Charge of Their Jobs

(October, p. 25)

Mike Berry and His Agency Advisory Council

(December, p. 11)

(Was previously 9975.00)

Delegate Without Fear (April, p. 24)

The Exchange (October, p. 16)

Spread the Responsibility - Delegate (October,

Agents Want More Information, Feedback

(October, p. 25)

1000.09 Associations

1000.09 National Association of Life Underwriters

Celebrating the Past, Building the Future

(October, p. 18)

1600.00 Charity (Foundations, Gifts, Bequests)

1600.02 Charitable Life Insurance

The Market's Improving For Charitable

Giving (July, p. 30)

1800.00 Communications

(Was previously 9917.00)

Watch What You Say (January, p. 29)

You Were Saying? (February, p. 18)

Disability Questionnaire (February, p. 31)

Customized Mailings (February, p. 32)

A Touch of Persuasion (April, p. 21)

The Elements That Persuade (April, p. 28)

Pension Maximization (April, p. 28)

**Direct Marketing Expert Recommends Ways** 

to Overcome Consumer Resistance (May, p. 30)

Newsletters Present an Impressive Vehicle for Consistent Communication (December, p. 27) First Impressions Last—Are You Making

Yours Effective (December, p. 30) (Was previously 9945.00)

Going Top Flight into Agency Communications (March, p. 14)

If Training Is So Simple, Why Isn't It Effective? (September, p. 26)

2000.00 Computers

Breaking the Keyboard Barrier (July, p. 24)
Databasics (September, p. 13)
Managing With Information (October, p. 22)
Graphic Windowing Interfaces (November, p. 18)
GRiD 286is Desktop PC (November, p. 22)

QuikLook (December, p. 8)

2000.01 Estate Planning

Letter Highlights Common Financial Planning Mistakes (October, p. 29)

2000.03 Hardware

Recruiting Quality Candidates Builds Winning Agencies (August, p. 20) Laptop Update (August, p. 16) LapTop Update (Correction—September insert)

2000.04 Software

(Was previously 9945.00)
Computer Viruses: Infection Inspection,
Detection, and Deflection (January, p. 15)
Get Off the Software Roller Coaster with
Shareware (February, p. 16)
Recruit Your Computer for Recruiting (June, p. 20)

2000.08 Education

The Exchange Artists (July, p. 16)
Highlighting the Value of Professional
Education (July, p. 27)
Encouraging Involvement in LUTC (July,
p. 28)
Training (August, p. 19)

2080.00 Continuing Education

Selling Smarts (July, p. 6)
A Blueprint for Moving Agents into the
Advanced Sales Marketplace (July, p. 11)
AMTC Moderators: Their Own Best Students
(July, p. 18)
How to Get From Here to There (November, p. 9)

2650.00 Fee Procedures

2650.02 Schedules

Manager's Timetable Improves Communication (June, p. 26)

2750.00 Financial Consulting

2750.07 Marketing

(Was previously 9941.00 Market(s) Development)
Ten Facts to Encourage Activity in the
Women's Market (January, p. 27)
Develop a Quality System for Referred Leads
(January, p. 27)
Approaching the Small-Business Market
(February, p. 13)
Dual Income, No Kids (February, p. 25)
Seven Simple Suggestions (February, p. 25)

Harleyville's Direct-Mail Piece Is Designed to be Used (February, p. 26) Beat the Law of Large Numbers Through

Target Marketing (March, p. 8)
Making the Cross-Over in Cross-Selling (March, p. 18)

(March, p. 16)
A Target Marketing Primer (April, p. 11
Plan the Flight and Fly the Plan (May, p. 19)
Motivating Yourself - Permanently (May, p. 24)
The Manager as Target Marketing Consultant

(August, p. 8)

3900.00 Interview Techniques
(Was previously 9969.03)
Selection Skills—Tips for Looking Beyond
The Obvious (January, p. 31)
Bad Mood Bias (February, p. 28)

5000.00 Motivation/Inspiration/Power Phrases
The One Best Motivator (June, p. 26)
Study Provides Insights into Employee
Motivators (July, p. 28)

5000.01 Agent Directed
They're Petting on It (Iuly to 2)

They're Betting on It (July, p. 29)

5000.03 Whole Man/Whole Woman Concept
(Was previously 9943.03)

Dealing with a Professional Low (January, p. 29)
Are You Visible? (May, p. 29)
Credit Card Offers Thanks for Good Service

(August, p. 26) Show Appreciation (August, p. 27)

5100.00 Office Operation
Art Collections Can Provide Public Relations
(September, p. 31)

5100.12 Planning and Time Control
(Was previously 9943.01)
Manage Time, Double Sales (May, p. 4)
Goal-Setting System Combines Two
Approaches (November, p. 25)

Approaches (November, p. 25)
When It Pays to Be Quiet (November, p. 25)
5100.18 Sales Procedures

(Was previously 9909.01)
Presenting . . . Sales! (April, p. 15)
(Was previously 9967.03)
Anatomy of A Successful Contest (June, p. 28)

5550.00 Persistency
Three Characteristics Lead to Customer

Satisfaction (October, p. 28)

A Company's Image Is Important to Consumers (October, p. 28)

Healthy Relationship . . . Healthy Income (December, p. 27)

#### 5600.00 Personal and Office Efficiency

(Was previously 9951.01)

Coping With Stress (February, p. 27)

Stamping Out Stress (June, p. 15)

Everybody's Creative (July, p. 32)

You're Not That Great (and Neither Am I)

(August, p. 22)

## 5600.01 Planning and Time Control

(Was previously 9955.00)

Plan Your Work, Work Your Plan, Reap the

Rewards (May, p. 13) Assessing Your Ability To Organize Your

Time (June, p. 30)

Ethics Required (August, p. 25)

Test Yourself: The Truth And Misconceptions About Stress (August, p. 29)

Are You Constantly Under the Gun? (September, p. 25)

Take An Honest Approach to Time Management (November, p. 25)

When You Feel the Need to Talk It Over...
(December, p. 31)

A Positive Attitude Provides a Self-Fulfilling Prophecy (December, p. 31)

# 5600.03 Sales and Administrative Forms

Getting Ready (September, p. 25)

#### 5600.051 Recruiting

(Was previously 9963.00)

Getting the Word Out (January, p. 31)

Winners Do the Choosing (June, p. 18)

Personal Approach Can Increase Your Odds for Agent Referrals (July, p. 27)

Shortage of Middle-Management Positions Creates Recruiting Potential (July, p. 27)

Coming Up With a More Effective Recruiting Ad (August, p. 25)

A Recruiting Machine Hums Along in

Southern California (September, p. 6) The Recruiting Specialists, Part I (October, p. 8)

The Recruiting Specialists, Part II (November, p. 14)

Appealing to An Aging Work Force (November, p. 26)

Guidelines for Successful Networking (November, p. 26)

The Recruiting Specialists, Part III (December,

Family-Time Flexibility... Not Just a Mother's Concern (December, p. 25)

Don't Overlook the Benefit of Part-Timers (December, p. 25)

Are Your Job Specs Realistic? (December, p. 25) (Was previously 9963.03)

Going Barefoot into the Interview (February, p. 6)

(Was previously 9963.05)

The Win-Win Referral (March, p. 22)

(Was previously 9969.00)

Stan Rassler's Recruiting Seminar (January, p. 11)

Selection Skills – Tips For Looking Beyond the Obvious (*January*, p. 31)

# 5600.07 Policyholder Service

(Was previously 9957.00)

Trust In Allah, But Tie Your Camel (April, p. 27)

Satisfaction Strategies (November, p. 27) Immediate Action Can Alleviate Most

Complaints (November, p. 27) Three Angles on Policyowner Service (November, p. 27)

Providing Easy Access (November, p. 29)

## 6000.00 Prospecting

## 6000.01 Markets

10 Things You Should Know About "Influentials" (October, p. 28)
Shift Your Focus to a Growing Market

(November, p. 29)

# 6000.02 Methods

Alternative to a Direct Referral (November, p. 29)

#### 6000.05 Telephone Techniques

Promote These Practices for Greater Telephone Efficiency (June, p. 25)

### 6000.06 Telephone Solicitors

Telemarketers Have Their Own Niche in Today's Agencies (October, p. 30)

# 6400.00 Retirement Planning

Prepare to Meet Opportunities in the Retirement Market (June, p. 25)

# 6800.00 Split Dollar

# 6800.08 Servicing

Recent Study Reinforces the Importance of Policyowner Service (June, p. 30) What's Your Service Quotient? (July, p. 29)

## LIMRA TOOLS AND SERVICES

Advertising Your Financial Services (February, inside front cover)

College Costs (August, inside front cover; December, inside front cover)

Essential Sales Skills (May, inside front cover, June, p.31)

Fast Forward (May, inside back cover and back cover; June, inside back cover and back cover; July, back cover; September, back cover; October, back cover; November, front cover; December, back cover)

Learning from the Funny, the Profound, the

Unassailable (January, back cover)

LIMRA Catalog (January, inside back cover; February, inside back cover; March, inside back cover; April, inside back cover; July, inside back cover); (August, Inside back cover; September, inside back cover; October, inside back cover); November, inside back cover; December, inside

LIMRA'S Management Dynamics Study Course (August, back cover)

LIMRA's TRAC-IT (March, inside front cover; April back cover)

Persistency Rater (November, back cover)

Selling College Education Plans (September, front cover)

Training the Trainer to Train (January, inside front cover; February, back cover)

Understanding Customers (April, inside front

Winners Do the Choosing (July, inside front cover, October, inside front cover)

#### PRESIDENT'S PAGE

On Laughter (January, p. 2) Farther, Faster (February, p. 2) Lead as You Serve (March, p. 2) Learning to Listen (April, p. 2) On Managing Power (May, p. 2) On Purpose (June, p. 2) Making College an Option (August, p. 2) Bates Inspired Giant Steps (October, p. 2) Doing It All in the 1990s (November, p. 2)

# **BOARDROOM REPORT**

Reversing the Pyramid (April, p. 3) Marketing Partnership (May, p. 3) Six Principles for Effective Management of a Multiline Sales Force (September, p. 4) A Call for a National Retirement Income Policy (November, p. 3) The Age of the Agent (December, p. 4)

## **GUEST EDITORIAL**

Focusing on Fundamentals (July, p. 2) A New Home for LUTC (September, p. 2)

## **AUTHOR INDEX**

Ameigh, Mark R., CLU, "If Training Is So Simple, Why Isn't It Effective" (September, p.26)

Amorosino, Chris John, "You're Not That Great (and Neither Am I)" (August, p.22)

Anderson, Burritt B., CLU, ChFC, "A Recruiting Machine Hums Along in Southern California (September, p.6)

Barth, Robert W., CLU, ChFC, "Reversing the Pyramid" (Boardroom Report) (April, p.3)

Boles, Jim, "AMTC Moderators: Their Own Best Students" (July, p. 18)

Bowhers, Vincent C., CLU, "A New Home for LUTC" (September, p.2)

Brizendine, Sydnor Jr., "Training Agents in the Basic

Tenets of Life Insurance Sales" (July, p. 10)

Conway, James M., "Manager's Profile" (September, p.16) Corrigan, Jane A., "Selecting Managers: The Current State of Affairs" (February, p.4)

Cragg, Ernest E., CLU, FLMI, "On Laughter" (January,

Cragg, Ernest E., CLU, FLMI, "Farther, Faster" (February, p.2)

Cragg, Ernest E., CLU, FLMI, "Lead As You Serve" (March, p.2)

Cragg, Ernest E., CLU, FLMI, "Learning to Listen" (April, p.2)

Cragg, Ernest E., CLU, FLMI, "On Managing Power" (May, p.2)

Cragg, Ernest E., CLU, FLMI, "Making College an Option" (August, p.2) Cragg, Ernest E., CLU, FLMI, "Doing It All in The

1990s" (November, p.2) Crosby, Michelle Mosher, Ph.D., "Women-An

Untapped Source of Recruits" (March, p.30) Cunningham, W.P. (Pat), CLU, "The Win-Win

Referral" (March, p.22) **Devlin, Robert M., CLU,** "Marketing Partnership"

(May, p.3)Doerr, William J., CLU, ChFC, "Manage Time, Double

Sales" (May, p.4 Ericson, Donna M., "1988 Results" (Recruiting Trends

Survey) (March, p.30) **Ericson, Donna M.,** "Recruiting Trends Survey"

(August, p.3)

Fatherley, Quinn M., "Hello Up There!" (January, p. 18) Fatherley, Quinn M., "Weese Inaugurated As American College President" (February, p. 4)

Fraser, Blair, "Coaching to Win" (February, p. 10)

Garrison, Randy, "Advertise for Free-In Your Agency Bulletin," (May, p. 27)

Geno, Richard E., "How were you recruited into the life insurance business? Could you have been recruited today?" (December, p. 24)

Goellner, Robert J., CLU, ChFC, CFP, "Trust in Allah, But Tie Your Camel" (March, p. 27)

Halloran, Michael W., CLU, ChFC, "How were you recruited into the life insurance business? Could you have been recruited today?" (December, p. 24)

Harbeson, Peter J., "Computer Viruses: Infection Inspection, Detection, and Deflection" (January, p. 15)

Harbeson, Peter J., "Get Off the Software Roller Coaster with Shareware," (February, p. 16)

Harbeson, Peter J., "Going Top Flight into Agency

Communications" (March, p. 14)

Harbeson, Peter J., "Presenting . . . Sales!" (April, p. 15)

Harbeson, Peter J., "Computerized Time Management" (May, p. 16)

Harbeson, Peter J., "Breaking the Keyboard Barrier" (July, p. 24)

Harbeson, Peter J., "Laptop Update" (August, p. 16) Harbeson, Peter J., "Laptop Update Reprint" (correction - September insert)

Harbeson, Peter J., "Databasics" (September, p. 13) Harbeson, Peter J., "Graphic Windowing Interfaces" (November, p. 18)

Harbeson, Peter J., "GRiD 286is Desktop PC" (November, p. 22)

Harbeson, Peter J., "QuikLook" (December, p. 8)

Henderson, William V., "Six Principles for Effective Management of a Multiline Sales Force" (September,

Johnson, Kerry L., Ph.D., "You Were Saying?" (February, p. 18)

Johnson, Kerry L., Ph.D. "A Touch of Persuasion" (April, p. 21)

Johnson, Kerry L., Ph.D. "Motivating Yourself-Permanently" (May, p.24)

Johnson, Kerry L., Ph.D. "Building Your Management Skills" (July, p. 21)

Kaplan, Andrew B., "Wrongful Discharge Litigation" (April, p. 18)

Kerr, Clarence D., III, "How to Get from Here to There" (November, p. 8)

Maher, Thomas M., "Mike Berry And His Agency Advisory Council" (December, p. 11)

Massimilian, Richard D., "From Excellent to Extraordinary" (April, p.6)

McDonald, Don. G., "How were you recruited into the life insurance business? Could you have been recruited today?" (December, p. 24)

McManus, Margaret A., "What's Behind the Rating" (March, p.31)

Myers, Ann, CLU, "Approaching the Small-Business Market" (February, p. 13) Myers, Ann, CLU, "Selling Smarts" (July, p. 6)

Nahorney, Daniel J., "Do Right with Lou Holtz" (Video Review) (March, p. 7)

Nahorney, Daniel J., "The Exchange Artists" (July, p.

Nahorney, Daniel J., "Recruiting Quality Candidates Builds Winning Agencies" (August, p. 20)

Naughton, John M., CLU, "A Call for a National Retirement Income Policy" (November, p. 3)

Norwood, Grover C., CLU, "Beat The Law of Large Numbers Through Target Marketing" (March, p.8) Norwood, Grover C., CLU, "A Target Marketing

Primer" (April, p. 11) Norwood, Grover C., CLU, "Plan the Flight and Fly the

Plan" (May, p. 19) Norwood, Grover C., CLU, "The Manager as Target

Marketing Consultant" (August, p. 8) O'Haren, Thomas J., CLU, ChFC, "Focusing On

Fundamentals" (July, p. 2)

Osler, Ed, "Taking Over" (September, p. 27) Pell, Arthur R., Ph.D., "Delegate Without Fear" (March, p. 24)

Pell, Arthur R., Ph.D., "Are You Visible" (May, p. 29) Pell, Arthur R., Ph.D., "Reduce Your Paperwork" (May, p. 30)

Pell, Arthur R., Ph.D., "Everybody's Creative" (July, p. 32)

Pell, Arthur R., Ph.D., "Show Appreciation" (August,

Pell, Arthur R., Ph.D., "Making Committees Work" (September, p. 28)



Pell, Arthur R., Ph.D., "The Art of Followership" (November, p. 31)

Petree, Jack, "When to Advertise" (August, p. 24) Petree, Jack, "The Yellow Pages Revisited" (December, b. 32)

Rich, D. Layne, "Plan Your Work, Work Your Plan, Reap the Rewards" (May, p. 13

Richards, Phillip C., CLU, RHU, "Going Barefoot into the Interview" (February, p. 6)

Robbins, Bruce E., "Making the Cross-Over in Cross-Selling" (March, p. 18)

Rutledge, Tom, CLU, ChFC, "Reputations" (March, p. 24)

Sargent, Joseph D., CLU, "The Age of The Agent" (December, p. 4)

Schill, Lyle P. Jr., CLU, ChFC, "How were you recruited into the insurance business? Could you have been recruited today?" (December, p. 24)

Standen, John W., CLU, "Is That All There Is?" (March, p. 24)

Tepatti, Robert J., FLMI, CLU, ChFC, "A Blueprint for Moving Agents into the Advanced Sales Marketplace" (July, p. 11)

Tucker, Karen, "Public Relations-Low-Cost High Visibility" (March, p. 27)

Vetra, Allen J., "Training" (August, p. 19)
Wing, Fredric, "How were you recruited into the insurance business? Could you have been recruited today?" (December, p. 24)

